

IBP Communication & PR Awards 2019

Category: In house communications team

Title of work: Savills PR 2018

Department name: Savills PR teams

People: Team of 25 led by Victoria Buchanan and Jamie Jago

Company name and address: Savills, 33 Margaret Street, London, W1G 0JD

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Budget

£100K+

Objectives / strategy

Savills cross border B2B/B2C PR teams service the UK/pan-European business (2018 combined revenue of >£800m/global revenue >£1.7bn), linking with PR teams in Asia Pac, US, Middle East and Europe from its global HQ in London. Our combined approach maximises opportunities across a multi-disciplinary, international client base and our award-winning teams employ an integrated approach across divisions, regional offices, countries and associates, providing exceptional results.

Objective	Strategy
Drive new business/expand client base	Both teams align PR outputs with UK divisional/country specific strategies and business plans aiming to increase awareness, maintain reputation, target audiences in/outside the sector and secure new business.
Protecting Savills corporate profile	Continued execution of proactive and reactive communications support–this includes out of hours support (i.e. property management division).
Profiling team/leadership changes	Both teams work tirelessly to promote changes to teams/divisions. This includes the implementation of press releases, thought leadership articles, blogs, podcasts, panel discussions and speaking opportunities.
Promoting cross selling internally/showcasing services externally	Savills prides itself on its multi-disciplinary approach; reflected externally and internally. e.g. launching the cross-border Omnichannel team which gained widespread traction.
Showcasing Savills global expertise	A truly cross border focus with regular correspondence with our offices across US/Asia Pacific/Europe/Middle East sharing research, news and thought leadership opportunities. e.g. Cluttons ME acquisition which gained global traction.
Generating press coverage to assist in lead generation for instructions/clients	Create PR campaigns promoting one-off properties for sale and new build resorts/developments alongside supporting and leading marketing strategies for large scale sensitive transactions

Measurement / evaluation

Our emphasis on tracking new business leads, positive client feedback and other opportunities (e.g. speaker invitations) generated by coverage/blogs, reflects the role of PR as a business tool, in line with our objectives. Examples:

- Airedale Avenue, Chiswick: An unmodernised house guided at £1.8m, launched in February 2019 with coverage achieved to support the sale in the Evening Standard, Metro and Mirror. The coverage prompted +40 viewings with 11 bidders. It was sold in excess of its guide price, going under offer two weeks after launch
- “Oxford’s business and science parks provide perfect environment for city’s occupiers” blog led directly to a new client instruction, after someone read it and rang the Oxford office

Method deployed

Our teams add relevance to Savills national and international knowledge, adapting content for different media audiences. Example:

- Data from a flexible offices report was used in pan-European press including PropertyEU and REFI, then repackaged/translated across Europe with coverage in Idealista, Spain and Vastgoedmarkt, Netherlands

Relation to objectives / cost-effectiveness

Our considered PR approach across media platforms complements objectives set for teams. Our department continues to be thoroughly cost-effective with coverage/media opportunities not requiring additional capital.

Creativity / originality

Tech Cities

Alongside our research team, we curated our third Tech Cities report showcasing tech cities from across the globe. This year 'mobility' metrics were included in response to the growing importance of transport within cities. Tech Cities gained worldwide traction including: interview on CNBC with the research lead, 79 pieces of coverage in publications including Bloomberg, Forbes, New York Post and The Business Times in Singapore.

Residential forecasts

Working with our UK research team, we developed a strategy supporting the launch of "Residential forecasts 2019-2023". A combination of one-to-one briefings and a sell-in upon launch achieved: 5 pieces of national broadcast coverage including BBC News/Sky News; 17 pieces of national coverage; extensive regional/online coverage.

Outside contractors

UK: Tulcan (Financial only) **Europe:** Pulsar Conseil; Beil²; Hallvarsson & Halvarsson; KREAB

Category specific criteria

Creativity:

Savills prides itself on its attention to current technological/social/economic trends, delivering research-based content which takes these into consideration. Examples:

- Article in WSJ profiling luxury retail operators taking space in airport departure lounges. A data pack was pitched to the journalist in a meeting in January with researcher Marie Hickey and was picked up in WSJ and Bisnow
- Delivery of global publications including *MIPIM Matters*, showcasing all divisions at MIPIM 2018, *MAPIC Matters*, profiling the retail division at MAPIC 2018 and *OPEN Magazine* which highlighted trends in London/rest of the UK. Hard copies were available and content published online, enabling social media sharing

Innovation:

Podcasts

In October 2018 we launched Savills podcast: Real Estate Insights. Showcasing expertise in a different medium, the podcast has been overwhelmingly successful, allowing us to reach audiences wider than the property sector. To-date:

- 14 podcasts launched across commercial/residential divisions
- Podcasts listened to a total of 13,472 times
- Most popular podcast: "What does 2019 hold for UK property investment" – 1873 plays

Blogs

We are constantly evolving the Savills blog to keep up with new and exciting trends. By ensuring our blogs cover a variety of topics such as technology, urban mobility, interior design and vertical farming trends, we boast:

- Average of 30,000 monthly visitors
- Residential/commercial teams published 408 articles in 2018
- 339,540 unique visitors to the UK blog in 2018 (+83% from 2017)

Social Media

Increased integration with our social media team has seen social platforms (LinkedIn, Twitter and Instagram) go from strength-to-strength:

- New followers:
 - 2018: 50,728 (+99% from 2017)
- Reach:
 - 2018: 18,657,020 (+44% from 2017)
- Engagements:
 - 2018: 481,533 (+192% from 2017)

This collaborative approach saw us promote events in the 2018 property calendar: MIPIM, Expo, Revo, MAPIC.

Achievement of results:

Metrics/measurements to support work of team:

- Total cuttings for 2018: 21,663 (AVE £96,602,353) despite being down on 2017 (26,441) the AVE was more than the £91,904,025 in 2017

Attitudinal change evidenced by post-campaign / project research:

Gender Pay Gap

- Teams launched a report internally/externally on the Gender Pay Gap. Savills was the leader amongst competitors being the first to publish the report. RICS said they were 'excited' to read our 'excellent work'. Primeresi described it as 'pleasingly-transparent'. Coverage appeared in PW/EG with a particularly positive review from PW
- Our open and honest internal campaign engaged employees, receiving glowing feedback. We provided support for management through a report summary briefing giving responses to difficult questions. We held a briefing in London with webinar access for offices across the UK with a Q&A